

ATTACHMENT A

KY Bikeways & Bicycle Commission Bicyclist & Pedestrian Safety Grant Application Form

Name of Organization: Lexington Fayette Urban County Government

Address: 200 East Main Street, Lexington, KY 40507

City: Lexington

State: KY

Zip: 40507

Phone: (859) 258-3605 **E-mail:** kgleason@lexingtonky.gov

Contact Person: Kenzie Gleason

Title: Sr. Planner, Project Manager

Contact Person: Irene Gooding

Title: Director, Grants & Special Programs

Brief Description of Your Organization and Its Goals and Objectives: The Lexington Fayette Urban County Government is the merged city/county government serving Lexington and Fayette County. Our formal mission statement: Working in partnership with the community to provide a safe and secure environment, excellent customer service, a vibrant organization, and economic opportunity empowering all to thrive.

Project for which funding is requested: Bicycle & Pedestrian Safety Marketing Campaign

Amount Requested: \$10,000

If approved, funds are needed by what date? January 2016

If approved, the check should be disbursed to:

Lexington –Fayette Urban County Government
CO: Irene Gooding, Grants & Special Programs
200 East Main Street
Lexington, KY 40507

Federal ID: 61-0858140

Project Description: Bicycle & Pedestrian Safety Marketing Campaign

Purpose: The Bicycle & Pedestrian Safety Marketing Campaign will promote bicycle and pedestrian safety throughout Fayette County; however, given the regional nature of media outlets serving the Lexington area, the messages will reach audiences throughout the Bluegrass Region. Requested grant funding will supplement on-going public education efforts with the goal of reducing the incidence of collisions between bicyclists, pedestrians and motorists; increasing public awareness of the rules of the road; and fostering mutual respect among motorists, pedestrians and bicyclists. The project scope includes developing a strategic

marketing plan including target messages to reach various audiences and the purchase of print media, televised public service announcements, and digital marketing including social media.

Background:

The City of Lexington has initiated a number of efforts over the years to develop a multimodal transportation system in which walking and biking play an important role in improving citizens' quality of life. Efforts include adopting a Greenway Master Plan and Bicycle & Pedestrian Master Plan to develop a connected network of safe and efficient on-road bikeways, trails and sidewalks. Additional efforts include accepting the Mayor's Challenge for Safer People, Safer Streets, an initiative of the Federal Highway Administration; seeking national recognition through the Bicycle Friendly Community and Walk Friendly Community programs; forming an internal Pedestrian Safety Working Group; and ongoing work of the MPO's Bicycle Pedestrian Advisory Committee.

The LFUCG recognizes that physical improvements for bicycling and walking must be coupled with efforts to encourage people to walk and bike, and to do so in a safe manner, while also making the driving public more aware of their responsibilities for safe and lawful interactions with bicyclists and pedestrians. Fayette County now has 60 miles of bicycle facilities with 40 more miles planned for construction over the next few years. LFUCG is also installing a number of bicycle facilities that may be unfamiliar to the general motoring and bicycling public including buffered and separated bike lanes, shared lane markings (sharrows), bike boxes and green pavement markings. Public education is needed to clarify the meaning and usage of these facility types.

Annually, there are over 200 motor vehicle crashes in Lexington that involve pedestrians and bicyclists and these modes represent a disproportionate number of roadway fatalities each year. While only 8 percent of trips in Fayette County are made on foot, or by bike (based on commute-to-work Census statistics), approximately 10 to 15 percent of traffic fatalities are pedestrians or bicyclists each year, with the greatest number being pedestrians. LFUCG maintains and reviews data regarding pedestrian-bicycle-vehicular crash trends, and campaign messages will be derived from common causes of such crashes.

Project Goal:

The ultimate goal for the Bicycle & Pedestrian Safety Campaign is to reduce the total number of bicycle and pedestrian crashes, injuries and fatalities. Additional goals are to:

- Attract the attention of a broad audience with relevant safety messages that result in safe and courteous driving, walking and bicycling behaviors
- Make the rules of the road and users' roles and responsibilities well known to every person
- Increase lawful walking, bicycling and driving behaviors and interactions
- Build respect and tolerance between bicyclists, pedestrians and motorists
- Create more vibrant and livable neighborhoods and streets where biking and walking is viewed as a desirable and safe means of transportation
- Create a well-recognized, memorable safety campaign and effective educational materials that can be distributed through multiple outlets
- Provide some means of measuring the effectiveness and/or reach of marketing efforts.

Responses to Specific Questions listed in Paula Nye Grant Application:

(a) How this program or project fit the purposes of KBBC Grant program vision statement?

This project will directly address two purpose statements of the KBBC and Paula Nye grants including:

To inform and educate the citizens of Kentucky and promote the general public awareness within the Commonwealth of Kentucky to matters pertaining to bicycle and pedestrian safety through the development of curriculum, training aids, and/or educational programs or projects directly related to bicycle safety.

To inform and educate the citizens of KY and promote the general public awareness within the Commonwealth of KY to the health, recreation, economic, social, cultural and other benefits arising from bicycling and walking.

The project will accomplish each of these by providing public education to the driving, bicycling and walking public throughout the Bluegrass Region. The safety campaign will be coupled with the existing marketing campaign conducted by the Lexington MPO and Lextran that promotes alternative modes of travel.

(b) Is this a new project or program or a continuation of an existing one? The safety campaign will build upon a current and ongoing marketing campaign to promote bicycling, walking and public transit use. Although the safety messages will be integrated within a larger overall campaign, the safety messages that are ultimately developed may have a more serious tone than those that have been produced thus far for promotional efforts.

(c) Who will be responsible for the project or program? The Division of Planning/Lexington Area MPO will manage the project in coordination with LFUCG Traffic Engineering, LFUCG Police and other interested parties.

(d) Is this a onetime project or for an ongoing program? A one-time project, although once materials have been produced additional funding can always be used to increase visibility through additional advertising purchases. It is the intent of the LFUCG to pursue ongoing local funding for educational outreach efforts in future budget years.

(e) Describe the system(s) to be put in place to measure the results of the program. Success will be measured by the number, frequency and reach of marketing efforts. While a pre and post survey about behaviors and attitudes would also be helpful, statistically valid surveys are expensive and outside the scope of the current budget.

(f) Include a copy of the Public/Private Partnership agreement signed by both the individual and a representative of the public agency, if applicable. N/A

KY Bicycle and Bikeway Commission Grant Program

Application Checklist

The Kentucky Bicycle and Bikeway Commission Grant Application should include the following:

Attachment A - Grant Application Form.

Attachment B - Organization Financial Statements (previous two years, if available).

Attachment C - Proof of Organization status (Kentucky tax-exempt certificate, non-profit corporation certificate, organization articles of incorporation, organization by-laws, etc.).

Attachment D - A detailed, current budget of project or program for which materials or services are to be requested. This includes itemized documentation as to how the requested funds will be used. Include information on other funding sources, including other foundations applied to for funding. Include information as to how the organization or agency will measure the results of its program or project.

Attachment E - Written confirmation of donations or other funding for the remaining balance of the project, provided by the proper official and/or contributor.

N/A - A detailed, written description and confirmation from contributors of in-kind contributions.

Attachment F - Additional information about your organization include history, promotional literature.

N/A - A copy of the Public/Private Partnership agreement signed by both the individual and a representative of the public agency, if applicable.

ATTACHMENT B

Financial Statements

The current and past adopted LFUCG Budgets are available here:

<http://www.lexingtonky.gov/index.aspx?page=329>

Lexington Fayette Urban County Government FY 2015-2016 Annual Budget:

<http://www.lexingtonky.gov/Modules/ShowDocument.aspx?documentid=30350>

ATTACHMENT C

Tax ID and Proof of Tax Exempt Status

**Request for Taxpayer
Identification Number and Certification**

Give Form to the
requester. Do not
send to the IRS.

Name (as shown on your income tax return)
Lexington-Fayette Urban County Government

Business name/disregarded entity name, if different from above

Check appropriate box for federal tax classification:
☐ Individual/sole proprietor ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ ☐ Exempt payee
☒ Other (see instructions) ▶ **Government**

Address (number, street, and apt. or suite no.)
200 East Main Street
City, state, and ZIP code
Lexington, Kentucky 40507

List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

				-			-				
--	--	--	--	---	--	--	---	--	--	--	--

Employer identification number

6	1	-	0	8	5	8	1	4	0
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here **Signature of U.S. person** *Richard L. Gerardi* **Date** *10/31/14*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

Internal Revenue Service

Date: May 7, 2004

Lexington Fayette Urban County Government
% Director of Accounting
200 E. Main St.
Lexington, KY 40507-1315

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:

Paul M Perry 31-07423
Customer Service Representative

Toll Free Telephone Number:

8:00 a.m. to 6:30 p.m. EST
877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

61-0858140

Dear Sir or Madam:

This is in response to your request of May 7, 2004, regarding your organization's federal tax status.

Our records indicate that your organization may be a governmental instrumentality or a political subdivision of a state.

No provision of the Internal Revenue Code imposes a tax on the income of governmental units (such as states and their political subdivisions). Therefore, it has been the position of the Service that income of governmental units is not generally subject to federal income taxation. If, however, an entity is not itself a governmental unit (or an "integral part" thereof), its income will be subject to tax unless an exclusion or exemption applies.

One exclusion is provided by section 115(1) of the Code, which excludes from gross income:
"...income derived from ... the exercise of any essential governmental function and accruing to a State or any political subdivision thereof ..."

Your organization's income may not be subject to tax, either because the organization is a governmental unit (or an "integral part" thereof), or because the income is excluded under section 115. In addition, your organization may also be eligible to receive charitable contributions, which are deductible for federal income, estate, and gift tax purposes. Also, your organization is probably exempt from many federal excise taxes.

Your organization may obtain a letter ruling on its status under section 115 by following the procedures specified in Rev. Proc. 2002-1 or its successor.

Your organization may also qualify for exemption from federal income tax as an organization described in section 501(c)(3) of the Code. If the organization is an entity separate from the state, county, or municipal government, and if it does not have powers or purposes inconsistent with exemption (such as the power to tax or to exercise enforcement of regulatory powers), your organization would qualify under section 501(c)(3). To apply for exemption, complete Form 1023 and pay the required user fee.

Lexington Fayette Urban County Government
61-0858140

Sometimes governmental units are asked to provide proof of their status as part of a grant application. If your organization is applying for a grant from a private foundation, the foundation may be requesting certain information from your organization because of the restrictions imposed by the Code on such foundations. One such restriction imposes a tax on private foundations that make any "taxable expenditures." Under section 4945(d) and (h) of the Code, "taxable expenditures" include (1) any grant to an organization (unless excepted), unless the foundation exercises "expenditure responsibility" with respect to the grant; and (2) any expenditure for non-charitable purposes. Under section 4942 of the Code, private foundations must also distribute certain amounts for charitable purposes each year--"qualifying distributions"--or incur a tax on the undistributed amount. "Qualifying distributions" include certain amounts paid to accomplish charitable purposes.

Private foundation grants to governmental units for public or charitable purposes are not taxable expenditures under these provisions, regardless of whether the foundation exercises "expenditure responsibility." Under section 53.4945-5(a)(4)(ii) of the Foundation and Similar Excise Tax Regulations, expenditure responsibility is not required for grants for charitable purposes to governmental units (as defined in section 170(c)(1) of the code). Similarly, grants to governmental units for public purposes are "qualifying distributions", under section 53.4942(a)-3(a) of the regulations; and, if they are for charitable purposes, will not be taxable expenditures, under section 53.4945-6(a) of the regulations. Most grants to governmental units will qualify as being for charitable (as well as public) purposes.

Because of these restrictions, some private foundations require grant applicants to submit a letter from the Service determining them to be exempt under section 501(c)(3) and classified as a non-private foundation. Such a letter, or an underlying requirement that a grantee be a public charity, is not legally required to be relieved from the restrictions described above, when the prospective grantee is a governmental unit and the grant is for qualifying (public or charitable) purposes.

We believe this general information will be of assistance to your organization. This letter, however, is not a ruling and may not be relied on as such. If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE
Customer Account Services

ATTACHMENT D

Project Budget:

LFUCG is requesting \$10,000 from the KBBC program funding to supplement a larger public education campaign. The budget for the overall Bicycle & Pedestrian Safety Campaign is \$45,000. The LFUCG Division of Traffic Engineering will provide \$25,000 in funding for the campaign as approved in the LFUCG FY 2016 annual budget. The Lexington Area Metropolitan Planning Organization (MPO) will contribute \$10,000 in funds as well.

KBBC	\$10,000
LFUCG Traffic Engineering	\$25,000
Lexington Area MPO	<u>\$10,000</u>
	\$45,000
*In kind media contributions	unknown; often \$1 for \$1 or greater

Project Expenses:

LFUCG will utilize an existing contract with a local marketing firm who was selected through a formal, competitive Request for Proposals process. Funding will be used to develop target messages, production of media and for media buys. The proposed amounts to be spent on various media are listed below; however, once in negotiation with media sources, these amounts may flex based on which outlets and stations are providing the greatest return on our investment through in-kind matching contributions. Media negotiations often result in a 1:1 return on investment on paid vs in-kind advertising.

Broadcast Media	
(TV, Radio & production)	\$30,000
Print Media	
(Newsprint, Billboards & production)	\$10,000
Digital Media	
(Targeted Facebook marketing)	<u>\$5,000</u>
	\$45,000
Total	\$45,000

Projected Reach:

Broadcast media – According to specialists in the media and marketing sector for the Lexington Area, approximately \$30,000 in scheduled television ads targeting adult drivers 18+ reaches 92% of the DMA (designated market area) for a total of 833,871 people with a frequency creating a total of 6,594,000 impressions. The primary audience for broadcast media is motorists.

Newsprint media - Highly visible, section front banner ads in the Lexington Herald Leader. Sunday circulation in Fayette and Jessamine Counties is 135,000 which could be expanded to include all of the DMA (designated market area) which increases total circulation to 200,000. The overall reach is 500,000 to 1,000,000 respectively (reach vs circulation means that more than one person per household or per establishment reads the paper). The primary audience for newsprint is motorists.

Digital media – The primary target audience for digital media are cyclists and pedestrians. Digital ads can be targeted based on geographical areas (high crash corridors or areas of town), personal interests (walking, cycling, outdoor activities) and socioeconomic factors (race, income, etc). For example, there are 79,000 people in the Lexington area whose Facebook profiles, photos and page likes imply an interest in bicycling. Digital media is relatively inexpensive and small investments can easily result in hundreds of thousands of digital impressions.

Project Measurement:

Success will be measured by the number, frequency and reach of marketing efforts. While a pre and post survey about behaviors and attitudes would also be helpful, statistically valid surveys are expensive and outside the scope of the current budget.

ATTACHMENT E

Written Confirmation of Funds

The **LFUCG Urban County Council** approved a Resolution on Sept 24, 2015 approving the submittal of this grant request and their intent to move forward with the project should funding be awarded. A signed copy of that Resolution can be forwarded to the KBBC (an executed, signed copy was not available as of Sept 30, 2015 when this application was submitted).

The LFUCG Division of Traffic Engineering is committing \$25,000 to this project. A written confirmation of funds is attached.

The **Lexington Area MPO** is committing \$10,000 to this project. A written confirmation of funds is attached.



Lexington-Fayette Urban County Government
DEPARTMENT OF ENVIRONMENTAL QUALITY & PUBLIC WORKS

Jim Gray
Mayor

David L. Holmes
Commissioner

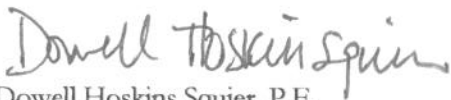
September 30, 2015

Ms. Kenzie Gleason
Lexington Area MPO
101 E. Vine Street, Suite 700
Lexington, Kentucky 40507

Dear Ms. Gleason,

The Lexington-Fayette Urban County Government Division of Traffic Engineering is committed to provide up to \$25,000 for bicycle and pedestrian safety outreach in Fiscal Year 2016. The funds are budgeted.

Sincerely,


Dowell Hoskins Squier, P.E.
Director, Traffic Engineering



LEXINGTON AREA METROPOLITAN PLANNING ORGANIZATION
TRANSPORTATION PLANNING FOR FAYETTE AND JESSAMINE COUNTIES

Phone: 859-258-3160
Fax: 859-258-3163
101 East Vine Street Suite 700
Lexington, KY 40507

September 30, 2015

Ms. Kenzie Gleason
Senior Planner
Lexington Area MPO
101 E. Vine Street, Suite 700
Lexington, Kentucky 40507

Dear Ms. Gleason,

The Lexington Area Metropolitan Planning Organization is committed to provide up to \$10,000 for the bicycle and pedestrian safety outreach in Fiscal Year 2016. The funds will be provided from local MPO funds.

Sincerely,

A handwritten signature in black ink, reading "Max D. Conyers", followed by a horizontal line.

Max D. Conyers
Director, Lexington Area Metropolitan Planning Organization (MPO)

ATTACHMENT F

Project/Organization History:

Prior marketing efforts related to bicycling and walking include a former Share the Road Campaign and an ongoing joint marketing campaign by the Lexington Area Metropolitan Planning Organization (MPO) and Lextran to promote alternative transportation programs, projects and services that are available to residents in the Lexington and broader Central Kentucky area. This includes vanpooling, carpooling (ridesharing), bicycling, public transit, walking, and telecommuting or other activities that reduce single occupancy vehicle use, congestion and air pollution. The Bicycle & Pedestrian Safety campaign will work in coordination with these other efforts to increase the visibility of bicycling and walking safety messages.

The campaign's current website is available at www.moveitpeople.com and a Facebook page is at <https://www.facebook.com/MoveItPeople>. Examples of content are attached.

Examples of television and print ads that have been run area also attached including links to the videos.



[Contact Us](#)

move it, people



Home

About

Walk

Bike

Bus

Park

Maps

Resources

Search

63.1°F

Feels like

63.1°F

Overcast



Today:

66°F / 53°F



Tomorrow

Friday

Saturday



60° / 49°

56° / 47°

58° / 51°

[Learn More About
Air Quality](#)

Current Website

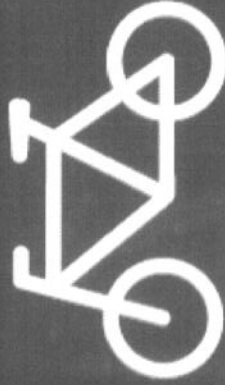


Bike More

BICYCLE

People who pedal to work lose an average of 13 pounds a year. So ditch the car every now and then. Hop on your bike. Take a walk. Think outside the car. There are smarter ways to go.

Local bike friendly maps, the historic biking path, and other valuable information, are just a click away.



Nationwide, people are changing the way they think about transportation...

We get it. Change is hard. And we tend to cling to our traditions and our ideals —and what do we love almost as much as mom's apple pie? Our Chevy's. But don't panic. We aren't asking you to give up your beloved car—we just want you to think about it every once in a while.

You could walk, ride your bike, or hop on the free trolley.

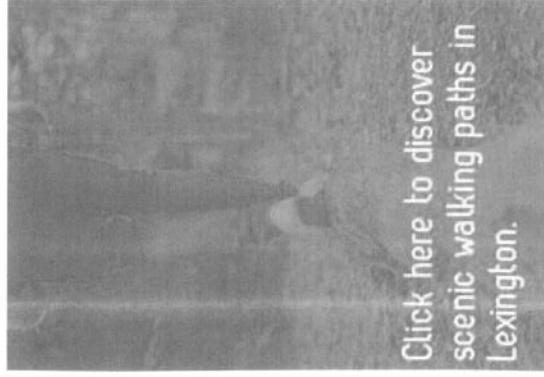
Going green is good for everyone. Not only does it help our economy (for every \$1 invested in public transportation, the community generates \$4) but it also helps the environment and our own bodies.

It's a win-win. So, join the "MOVEment" and find out how you can make a difference in our city.

The Move it People is a campaign sponsored by the Lexington Area Metropolitan Planning Organization in an effort to help our city become the progressive,

urban cool place it is destined to be. And our partners, LexPark and LexTran have joined in to help get the message out.

So get out there and Move it, people!



MoveItPeople © 2015

Lexington Area Metropolitan Planning Organization | 101 E Vine St | Lexington, KY 40507 | (859) 258-3053

Design by Group CJ

The 'Sharrow' symbol means cars and bicycles share the road. So look out for each other, people!

Learn more at moveitpeople.com.



Move It People Community

Timeline

About

Photos

Likes

Videos

2,410 people like this

 Post

Post

Photo / Video

Photo / Video

Write something on this Page...



ABOUT

Smart ways to get around Lexington KY

<http://www.moveitpeople.com/>

Move It People

3 hrs - 24

Walking is a healthy way to move it, people.

PHOTOS





5 Reasons Walking for Exercise is Underrated

Walking isn't as strenuous as some workouts, but it might be more beneficial than you think. Here's why more people should walk for exercise.

CHEATSHEET.COM



Comment



Share

Marian Zeitlin, Brenda Holbrook and 2 others like this.



Write a comment...



Move It People

September 28 at 12:07 pm · 🔄

Bike safety tips for kids.



Safety Tips

Search API-driven view.

SAFEKIDS.ORG

VISITOR POSTS



Scott Clark

September 7 at 10:45pm



 When Carmel Indiana replaced all their signaled intersections with r... See More



Like · Comment



1



Barbara Roney Eggen Schwiler

August 9 at 6:20pm



The Trolley route needs to be expanded to include the Manchester Street corridor. Please, ☐



Like · Comment



Irfan Sarhadi

July 26 at 11:02pm



 See photo



Like · Comment



Every Body Walk



Lexington Commission for ...



Streetsblog USA



English (US) · Privacy · Terms · Cookies · Advertising · Ad Choices · More · Facebook © 2015



Move It People

September 25 at 3:01pm ·

Check out Lexington's Bike Map.

www.lexingtonky.gov

LEXINGTONKY.GOV



Comment



Joshua-Erica Fightmaster, Peter Hrabak and Brian Botts like this.



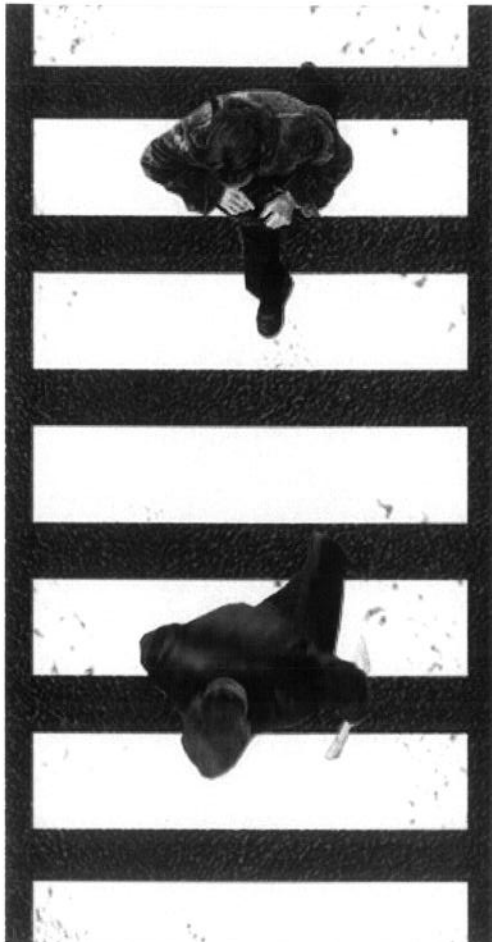
Write a comment...



Move It People

September 24 at 11:43am ·

Tips and tools for safer streets from 'Everyone is a Pedestrian' campaign.



National Highway Traffic Safety Administration

(NHTSA) | Everyone is a Pedestrian - Home

National Highway Traffic Safety Administration Pedestrian Page

Like Comment Share



Move It People

September 23 at 3:06pm · 🌐

You'll be spotting these around Lexington before long.



This Tesla alum's all-electric buses could already be in your city

Ryan Popple, formerly of Tesla Motors, is helping make public transit lighter, cheaper, faster, and cleaner—all at once.

FORTUNE.COM

Like Comment Share

Lynn Little Stewart, Kevin Bradley Morgan, Zeljko Cvijeticanin and 10 others like this.



Colton Aubrey Hooke Can't wait to ride in one, they're larger than the typical Gillig that Lextran has. So no more overcrowding on Versailles and Nicholasville.

September 23 at 3:23pm · Like



Write a comment...





Move It People

September 21 at 8:38am · 🌐

More water walks in October and November.



Downtown water walk helps 'kick-start awareness' about Lexington's Town Branch plan

People interested in the history and ecology of Lexington came downtown Sunday to learn more about Town Branch Commons, the proposed downtown park that...

KENTUCKY.COM



Like



Comment



Share

Shelley Stanko Denton, Nora Geoghegan, John Scanlon and 3 others like this.



Write a comment...



Move It People

September 21 at 6:59am · 🌐

Fun ways to move it, people.



Work Commutes That Actually Improve Your Health

Commuting does NOT always mean unhappy.

YAHOO.COM



Like



Comment



Share

Danielle Goulding Cooper likes this.



Write a comment...



Move It People

September 19 at 1:52pm

Walking is a great way to move it, people.



15 Minutes of Walking a Day Boosts Lifespan: Study

Just 15 minutes a day of brisk walking, cycling or swimming could help older adults live longer, according to a review of past research that found...

NEWSMAX.COM

Like Comment Share

Danielle Goulding Cooper and Brenda Holbrook like this.



Write a comment...



Move It People shared Livablelex's event.
September 18 at 9:10am

Check out the Town Branch Water Walk TONIGHT as part of Gallery Hop.

EX 25



18

SEP

Town Branch Water Walk Gallery Hop & PARK(ing) ...

Fri 4 PM · Phoenix Park · Lexington, KY

54 guests

Like Comment Share

See More Stories

Example of Prior Move It People Safety Campaign TV Ads

Green Paint :15

<https://vimeo.com/125946263>

Scott Thompson, Planner, Lexington Metro Area Planning Narrates:

"We're starting to use green paint in areas where there's a possibility of conflict between the bicyclist and the vehicle.

It makes the bicyclist more aware of the condition.

It makes the vehicle more aware of the bicyclist.

The outcome is a safer condition."

Makes You Feel Good :15

<https://vimeo.com/126379562>

Scott Thompson, Planner, Lexington Metro Area Planning Narrates:

"I'm really proud of our community's efforts.

Lots of people bike places.

It makes you feel good to know that you live in a community that wants to give people the opportunity to do those things safely."

Announcer:

Bike maps and smart ways to get around town at MoveItPeople.com

Pay Attention, People :15

<https://vimeo.com/135385851>

Green paint along bike lanes means pay attention, people.

When bike lanes and car lanes have the potential to intersect the area is painted green

so that both drivers and cyclists know to use extra caution.

Let's all look out for each other, Lexington.

Share the Road :15

<https://vimeo.com/135385755>

In Lexington, we share the road.

Sharrows—a bicycle symbol with two chevrons—means watch out for bikes.

Bicyclists are allowed to ride in the center of the lane.

Look for sharrows on narrow roads,

Especially around campus and downtown.

Rules of the road at MoveItPeople.com

Way to Go :15

<https://vimeo.com/126414738>

Way to go, people.

More and more Lexingtonians are choosing two wheels over four.

Bike commuting in the Bluegrass has skyrocketed.

There's lots of events this May during bike month.

Safety classes, races, and family rides are all on MoveItPeople.com.

Bike & Ride :30

<https://vimeo.com/118820505>

Announcer:

Imagine the city of Lexington as one big machine

and all of the moving parts that keep it humming along.

Lextran keeps more of those parts moving than most of us realize.

Max Conyers, Lexington Area Metro Planning narrates:

"Our buses are all fitted with bike racks. If your trip is 15 miles long, you can ride to the bus stop, put your bike on the bus, and then go 15 miles, get it off, and take another quarter of a mile to your workplace or job."

Announcer:

Bike maps and smart ways to get around town at MoveItPeople.com.

I Choose to Bike :30

<https://vimeo.com/125729556>

Scott Thompson, Planner, Lexington Metro Area Planning Narrates:

"I choose to bike to work because it just makes me feel good.

I like to say on days I bike to work, I like to say I'm a better person.

The day goes better. My mind works better. I definitely feel better.

Biking to work is more enjoyable because I'm moving the whole time, and I'm not sitting in bumper to bumper traffic, waiting for the light to change, and dealing with stresses that come with AM and PM traffic."

Announcer:

Way to go people. More and more Lexingtonians are choosing two wheels over four.

Find bike events at MoveItPeople.com.

Increase in Bikes :30

<https://vimeo.com/125729557>

Think People :30

<https://vimeo.com/110939210>

What's a Sharrow? :30

<https://vimeo.com/126261592>